

Experience

Senior UX/UI Designer

Vincit USA | Apr 2019 – Aug 2025

- Led UX/UI, research, and branding projects for clients including UC Berkeley, Irvine Company, Nokia, and UAG, delivering end-to-end product design solutions.
- Improved sales process, client workshops, team collaboration process, and delivery methods.
- Mentored junior designers, introducing tools and practices elevating creativity and execution.

Lead UX/UI Designer and Branding

Youturn Health: embedded via Vincit USA | Jun 2024 – Sep 2024

- Led discovery, workshops, research, strategy, and design execution that boosted user engagement, and improved behavioral health course completion rates.
- Delivered research analysis, low- and high- wireframes, and prototypes on-time and consistently through each stage of design and strategy while partnering alongside engineers and managers.

Lead Product Designer

Brightspot: embedded via Vincit USA | Dec 2022 – Mar 2024

- Led and owned end-to-end solutions with cross-functional teams for the redesign of a scalable, accessible CMS, reducing design debt and accelerating product-wide improvements.
- Improved UX and UI with cohesive and tested design patterns across numerous CMS platform user areas utilizing the improved design system.
- Unified dashboards, widgets, and page builder tools and content editing experiences, boosting user efficiency and enabling user teams to work faster.

Lead UX/UI Designer

KCRW: embedded via Vincit USA | 2022 – 2023

- Led end-to-end design with on-time deliverables, aligned strategy with internal and external teams, and mentored junior designers.
- Partnered with cross-functional teams to improve engagement across app sign-ups, app downloads, member donations, member perks, and ecommerce.
- Increased annual user donations by 99%, surpassing key business metrics.

Branding, Publication, Trade Show, and Graphic Designer

Performance Racing Industry & SEMA | Jun 2015 – Apr 2019

- Led trade show rebranding and design for 4 years, improving attendee experience and venue navigation, boosting first-year attendance by 30%
- Designed monthly magazine layouts and editorial features, upholding high visual standards and reinforcing industry leadership.

UI Designer & Graphic Designer

Zther Interactive | Jan 2015 – May 2015

- Designed UI for sports industry websites and e-commerce platforms, enhancing engagement.
- Built and maintained a comprehensive UI and iconography library and translated UX guidelines into consistent and polished interfaces.

Graphic Designer

Ware Malcomb | Apr 2014 – Feb 2015

- Designed wayfinding, environmental graphics, and signage systems for corporate, retail, and commercial spaces, improving physical and spatial navigation for on-site guests and employees.
- Reinforcing brand identity through interior graphics and layout solutions.

Skills

Design and Tools

Figma
Adobe Creative Suite
Cursor
End-to-End User Experience
User Interface
Data Analysis
Design Strategy
Information Architecture
Journey Mapping
Wireframing
Prototyping
User Flows
User Interviews
UX Research
Design Systems
Branding
Vibe coding

Education

Bachelor of Science in Graphic Design

Art Institute of California
Orange County | Jul 2010 – Dec 2015

Awards & Recognition

Elements of Advertising Logo Design

American Advertising Award | 2020

American Graphic Design Award: Publication

Graphic Design USA | 2018

Brochure and Catalog Design Award

American Graphic Design and
Advertising | 2017

3x American Inhouse Graphic Design Award

Graphic Design USA | 2016, 2017, 2018

See America Book: A Celebration of Our National Parks & Treasured Sites

Artwork Publication associated with
Creative Action Network | 2016